

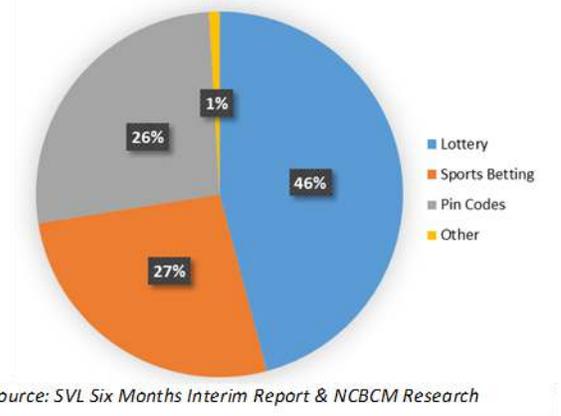
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## COMPANY DESCRIPTION

Founded in 1995, Supreme Ventures Limited (SVL) is the leading gaming and entertainment group in Jamaica and the region. It has a well-diversified betting, gaming, and lottery operation in Jamaica and has been expanding to new markets, including Guyana and South Africa. **SVL has evolved from a lottery business to offering a variety of gaming experiences in Jamaica, including horseracing, sports betting, slot machines, gaming lounges, and online gaming.** It offers 11 lottery games, through 1,200 agents, JustBet, and QuickSports sports betting products and operates the Acropolis Gaming Lounge. SVL has investment-grade ratings from the Caribbean Information and Credit Rating Services Limited with a stable outlook.<sup>1</sup>

SVL Revenue Contribution by Market Segments



## ECONOMIC OVERVIEW

**The Jamaican economy contracted by 9.9% in 2020 due to the impact of COVID-19 on business activity and the downturn in industries such as tourism<sup>2</sup>.** Containment measures, which led to business closures, reduced work hours, and a decline in commercial activity, resulted in a rise in joblessness, with the unemployment rate rising from 7.3% in January 2020 to 12.6% in July 2020<sup>3</sup>. Existing research on the impact of economic downturns on gambling behaviour differs. Some studies outline a negative relationship in which higher unemployment results in lower ticket sales as decisions are sensitive to disposable income changes. **However, others point to a rise in gambling following an increase in unemployment as some people see the lottery as a solution to financial hardships and increase spending because of the high payout/jackpot size.** Considering the behaviour observed during the pandemic, the latter seems to hold for Jamaica. **SVL's financial performance has been resilient in most quarters since the onset of the**

<sup>1</sup> On September 18, 2020, the Caribbean Information and Credit Rating Services Limited (CariCRIS) assigned corporate credit ratings of CariA- (Local Currency Rating), CariBBB+ (Foreign Currency Rating) on the regional rating scale, and jmAA- (Local Currency Rating) on the Jamaica national scale to SVL, with a stable outlook. The regional scale rating indicates "good" creditworthiness, while the national scale rating indicates a "high" creditworthiness

<sup>2</sup> Statin (2021)

<sup>3</sup> Statin (2021)

**pandemic, with overall ticket sales and revenues rising. There was also an increase in the payouts made to consumers in 2020 relative to pre-pandemic levels.** While the gaming business has low sensitivity to economic downturns, measures to stem the spread of the virus, do negatively impact the company. In Q2 2020, the closure of Caymanas Park and a number of its retailers caused a decline in revenues and profitability.

**The economy appears to be on the rebound, but, the recent spike in COVID-19 cases, the presence of the Delta variant, and another period of tightened restrictions are the main downside risks to SVL's operations.** The PIOJ projects growth of 12.9% for Q22021, while BOJ anticipates growth of 7.0% -10.0% in FY2021/22 fiscal year, and unemployment is expected to fall to 7.8%<sup>4</sup> supported by growth in our trading partners and rising inoculation rates. However, the recent reinstatement of tighter social distancing measures could impede near-term growth, reduce SVL outlets' operating hours, lower customer traffic, and cause a drop in sales. **However, the risk associated with this is mitigated by investments made in the development of digital channels, which allow customers to execute transactions despite restrictions.**

## INDUSTRY OVERVIEW

The local Gaming and Betting industry has historically had a monopolistic market structure, with SVL having the sole license to sell lotteries. It however faced competition from many illegal cash pot lotteries operated by individuals at the community level and other types of gaming including horse racing and slot machines. **SVL has moved to become a diverse gaming group and has grown through its acquisition of Caymanas Track Limited, and Post-to-post Betting Limited.** However, SVL now faces formal competition in its largest segment, lottery, as two new entrants were granted licenses by the Betting, Gaming and Lotteries Commission (BGLC) - **Mahoe Gaming and Goodwill Gaming Enterprise.** As these companies establish their footing within the market, SVL's market share and profit margins will likely decline. However, its current diversification play -geographical, product development, and strategic relationships - should limit the blow to its performance.

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<sup>4</sup> Fitch Solutions (2021)

### Industry Trends

Globally, the gaming industry is segmented into casinos, lotteries, sports betting, and others. Industry growth is being driven by new technology incorporation and increased popularity amongst target markets. See summary of gaming industry trends below:

#### Segment Growth

The lotteries segment, which is the core of SVL's operations, was the largest segment of the gambling market in 2018 at 46% of the total share due to the high popularity of lotteries globally. However, the sports betting segment is expected to be the fastest-growing segment going forward, at an annual rate of 7%. A similar trend is unfolding locally, as Sports Betting has proven to be the fastest growing market segment in terms of revenue growth for SVL. It is expected that this trend will continue due to its target market appeal among young millennials.

01

#### Digitization

Online gambling is increasing at an exponential rate due to the emergence of new technologies and this has attracted millennials. SVL is using technologies to differentiate itself from others, enhance service quality and attract new customers, in order to maintain its market share, especially as competition within the industry increases. It has placed greater focus on creating innovative distribution channels including building out its Mobile platform and improving the product offering for future generations of gamers. The digitization of gambling is also opening up the companies to a wider international customer base.

02

#### Anti-Gambling Policies

As the industry becomes more digitized, advancing a domestic company's potential global reach, countries are adjusting their anti-gambling policies and legislations to impede cross border trade/gambling. The potential impact on SVL and other local competitors is two-fold. One, it can reduce the threat of new entrants, as international gaming competitors will be deterred from setting up shop in Jamaica for fear of indictments or civil forfeiture actions by their home countries. On the other hand, it also reduces the potential access to a wider customer base and hinders prospective revenue growth.

03

## CORPORATE GOVERNANCE

SVL has a 10-member board of directors led by an Executive Chairman, Gary Peart. The remaining board members are comprised of Non-Executive and Independent Non-Executive (INE) members. Following best practices, half of the board is comprised of INE directors. There are four Board committees - Audit, Human Resource, Governance, and Informational Technology Committee. Directors on each

### Board Members And Their Areas of Expertise

| SVL Board of Directors | General Administration | Strategic Management | Risk Management | Finance/Audit | Legal Expertise | Regulatory Compliance | Industry Knowledge | Corporate Governance | Information Technology |
|------------------------|------------------------|----------------------|-----------------|---------------|-----------------|-----------------------|--------------------|----------------------|------------------------|
| Gary Peart             | ★                      | ★                    | ★               | ★             |                 | ★                     | ★                  | ★                    |                        |
| Duncan Stewart         | ★                      | ★                    | ★               | ★             |                 |                       |                    | ★                    |                        |
| W.D. McConnell         | ★                      | ★                    | ★               | ★             |                 |                       | ★                  |                      |                        |
| Brent Sankar           | ★                      | ★                    | ★               | ★             |                 | ★                     | ★                  | ★                    | ★                      |
| Christopher Berry      | ★                      | ★                    | ★               | ★             |                 | ★                     | ★                  | ★                    | ★                      |
| Damian Chin-You        | ★                      |                      |                 |               |                 |                       | ★                  |                      | ★                      |
| Eroleen Anderson       | ★                      | ★                    |                 |               |                 |                       |                    |                      |                        |
| Lance Hylton           | ★                      | ★                    |                 |               | ★               |                       |                    | ★                    |                        |
| Nicholas Mouttet       | ★                      | ★                    |                 | ★             |                 | ★                     | ★                  | ★                    | ★                      |

Source: SVL Annual Report & NCBCM Research

committee have the requisite competencies to execute their functions. They are seasoned professionals with skills spanning Finance, Gaming and Betting, Business Management, Law, and Marketing, which all aid in providing high-level corporate governance.

## CORPORATE STRATEGY

**SVL has displayed resilience during the pandemic aided by its strategy, which is centered on digital transformation, innovation, product innovation, and partnerships as it expands to new markets.** It has invested heavily in gaming technology and channels to improve customer access. Through its JustBet Mobile App, it provides virtual gaming, consistent with global trends. The global online gambling market is projected to grow at a CAGR<sup>5</sup> of 11.94% between 2021-2026<sup>6</sup>. **Customers are demanding digital lottery services, and SVL is positioned to cater to those needs. It has revamped and relaunched the SV Games App with improved functionalities and an expanded game portfolio.** Prime Sports, introduced a new sales channel called Supa Sellaz, which has expanded the company's sales network to remote areas by leveraging advanced technology to enable customers to buy games on the spot. **Continued innovation and investment in digital channels positions SVL to compete effectively, amidst new entrants to the lottery market.** Through its range of applications and games across different operating systems Android, iOS, and Windows, it has expanded its product offerings with new games such as Hot Pick. Product innovation to satisfy changing customer appetite and win new customers has been a key strength of SVL. Together these investments create a significant competitive advantage because it will take time and extensive capital investments for the two new entrants to build out a similar infrastructure and product range.

**SVL is diversifying into new markets to drive earnings. It launched its Cash Pot game in South Africa, in partnership with Aardvark Software Limited, in a deal that allows access to 16 operators and over 4,000 gaming terminals.** This enables the group to reach about 60% of that market. It is a low-cost market entry model, whereby SVL benefits from the sale of broadcasting rights and gets a percentage of the net income from the bets under a revenue-share arrangement. In 2020 Trends in that market were favourable<sup>7</sup>. Although casinos account for the majority of gross gaming revenue, betting is becoming more popular. This bodes well for earnings

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<sup>5</sup> Compound Annual Growth Rate

<sup>6</sup> Mordor Intelligence

<sup>7</sup> Buisnesswire

from the Cashpot game in that market. **Progress in Guyana has been hampered by the COVID-19 outbreak. However, through a revised strategy, it is progressing and is now focused on retailer optimization. Consequently, the Guyana operation is expected to positively impact earnings in 2021.**

## MARKET ANALYSIS

### + Opportunities

Increase its innovative efforts to maintain its strong market share in the face of new entrants.

SVL gives paid airing rights to Aardvark Software Ltd. in South Africa and receives a portion of what is earned by that company. SVL can utilize this strategy in other countries as a means of **expanding its business with a low startup cost.**

### + Strengths

**Extensive technology platform** enabling SVL to reach a wider audience to grow its revenues and support business continuity during the pandemic.

**SVL is a Product Innovator and has a wide range of products** which include: Cash Pot, Hot Pick, pick 2, Pick 3, Pick 4, Lucky 5, Top Draw, Lotto, Super Lotto, Dollaz and Money Time. As at June 2021, the lottery segment’s contribution to gaming income grew 8.4%.

SVL makes regular dividend payments, with a high payout ratio that results in an **attractive dividend yield of 4.2%.**

SVL and its games such as Lotto and Cash Pot have a **strong Brand Equity in Jamaica.**

**Diversified gaming business** spanning gaming lounges, lottery, track betting, etc. which results in a diversified revenue based.

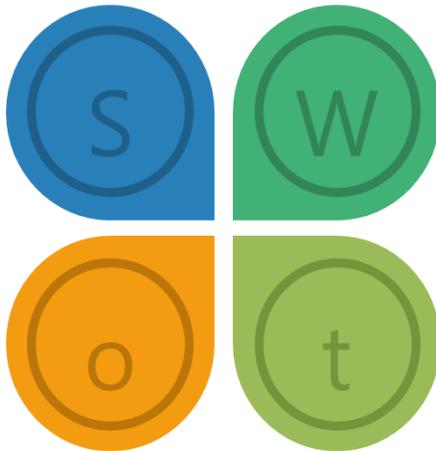
### + Weakness

**SVL has relatively high leverage** with a debt to equity ratio of 97.7% for 2020. This signals that the company is funded significantly more by debt than equity.

### + Threats

**The company could be hampered by the recent surge in COVID-19 cases locally.** The presence of the highly contagious delta variant and the associated tighter curfews and reduced operating hours could weigh on its businesses, especially gaming lounges and track operations. The impact is likely to be greater if the lockdowns are protracted.

The company faces competition from new entrants to the market, which could reduce its market share and erode revenues in the lottery business.



**Competition In the Industry**

**Low**

- In the lottery business SVL has two local competitors and a myriad of small community based individuals offering “cash pot”.
- It is the sole local track betting operator and faces competition from other small operators of gaming lounges
- Has high market share in the Gaming Industry

**Threat of New Entrants**

**High Barriers to Entry**

- Capital Intensive Market with high startup capital
- Regulated under the Betting, Gaming & Lotteries Commission (BGLC), which must grant a license to operate

**Threat of Substitute Products**

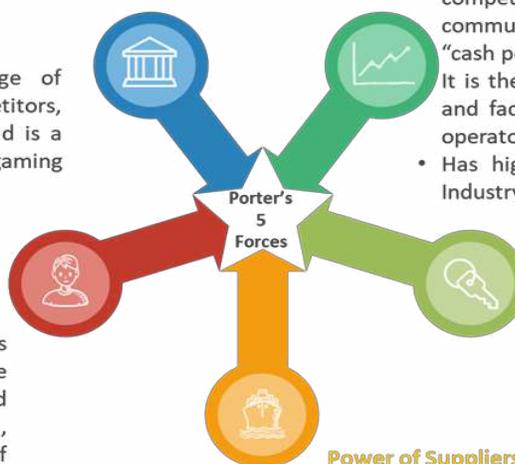
**Medium**

- SVL offers a wider range of gaming products its competitors, has large market share and is a leader in each of the gaming categories it operates in.

**Power of Customers**

**Low**

- Although SVL no longer has monopoly power, it is still the premier betting, gaming, and lottery operator in Jamaica, with an extensive network of distributors and a digitally enabled gaming platform and app. This is not expected to change over the near term.

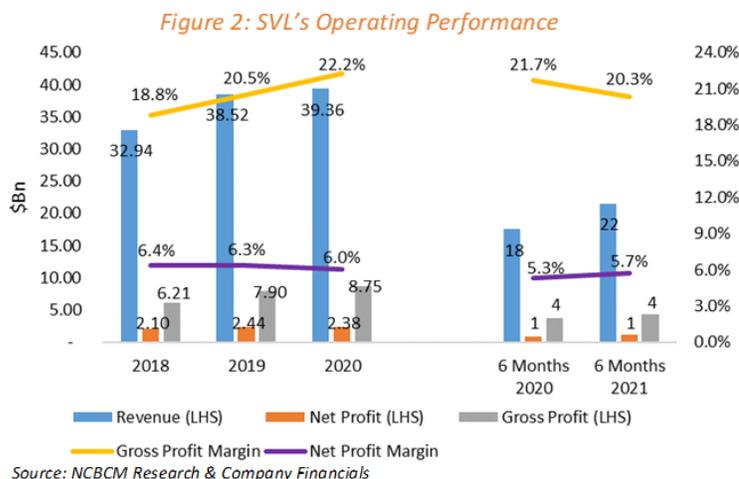


**Medium**

- In 2020, SVL took over ownership of video lottery terminals in Jamaica, Trinidad & Tobago and Guyana. This means that they have purchased gaming machines and other equipment. However, it relies on international suppliers its gaming technology and terminals and supporting equipment.

**FINANCIAL PERFORMANCE**

For 2018-2020 SVL has seen consistent improvements in its top-line as it continues to expand through acquisitions and technological advancements; however, earnings dipped in 2020 due to the pandemic. Revenues grew at a 3-year CAGR of 6.1% to \$39.36Bn in 2020, from



\$32.94Bn in 2018 (Figure 1). However, the decline in 2020, resulted in net profit having a CAGR of -4.1%, as earnings moved to \$2.38Bn from \$2.10Bn in 2018, due to increased staff cost (+8.6%), as over 90% of staff migrated to remote working due to the pandemic, and depreciation and amortization (+71.7%). Nevertheless, SVL has seen consistent growth in revenue and earnings in its lottery and pin codes segments, while the other segment has fluctuated (Table 1). However, the horseracing and sports betting segment which was racking up losses experienced a

turnaround in 2020. However, earnings should improve as it continues to increase the level of technological infrastructure,<sup>8</sup> upgrade the facilities, and invest in new product initiatives. Moreover, effective execution will be critical to create and sustain profitability in the segment.

**Despite higher lottery liabilities and new competitors, SVL reported strong growth in both its profits for the six months ended June 30, 2021 (H1 2021). While Q12021 results declined relative to Q12020 due to COVID-induced restrictions, earnings rose year on year in Q22020 due partly to base effects.** For H1 2021, earnings totaled \$1.23Bn (EPS: \$0.46), up 32.2% as revenues (+22.9% or \$4.02Bn) outweighed the increase in direct costs (+25.1% or \$3.44Bn) due to higher total prizes paid out<sup>9</sup>. **The Sports Betting<sup>10</sup> segment (+117.8%), was the main driver of the growth in revenues. The flexibility of the game enhanced by the use of mobile platforms encouraged demand for these products, coupled with the relaxation of restrictions both locally and overseas that allowed for more sports events and increased bets.** The product has continued to show increased popularity among young gamers seeking skills-based and more engaging product offerings. For the remaining three segments, the Lottery and Other segment<sup>11</sup> saw 8.4% and 346.1% increases respectively, while the Pin Codes<sup>12</sup> fell 0.2%. Nevertheless, the net profit margin increased to 5.7% (5.3%: 2020) but is below its average for 2018-2020 of 6.3%.

*Table 1: SVL Segment Results in Millions of Dollars*

| Revenues              | 2018      | 2019      | 2020      | 6 Months 2020 | 6 Months 2021 |
|-----------------------|-----------|-----------|-----------|---------------|---------------|
| Lottery               | 15,983.75 | 18,237.75 | 19,096.48 | 9,119.06      | 9,884.49      |
| Sports Betting        | 6,725.11  | 8,523.89  | 8,369.94  | 2,636.71      | 5,741.64      |
| Pin Codes             | 9,882.30  | 11,351.28 | 11,624.44 | 5,743.88      | 5,734.63      |
| Other                 | 344.87    | 403.40    | 269.33    | 44.48         | 198.41        |
| <b>Segment Profit</b> |           |           |           |               |               |
| Lottery               | 2,909.23  | 3,389.07  | 4,197.39  | 1,703.10      | 1,537.74      |
| Sports Betting        | -257.76   | -81.69    | 338.52    | (188.16)      | 402.81        |
| Pin Codes             | 89.11     | 132.79    | 256.59    | 125.10        | 95.24         |

Source: NCBCM Research & Company Financials

<sup>8</sup> Supreme Ventures Racing & Entertainment Limited (SVREL) partnered with horse racing betting solutions provider, BetMakers Technology Group Limited, to provide fixed odds betting to local horse racing.

<sup>9</sup> SVL's operations in 2020 were materially impacted by the COVID-19 pandemic, which caused a reduction, and in some cases a complete halt, in the demand for some services.

<sup>10</sup> Sports betting, Horseracing and Video Lottery Terminals were grouped as one, Sports Betting.

<sup>11</sup> Other segment refers to all revenues and costs not tied directly to a segment, including net rental income from investment properties.

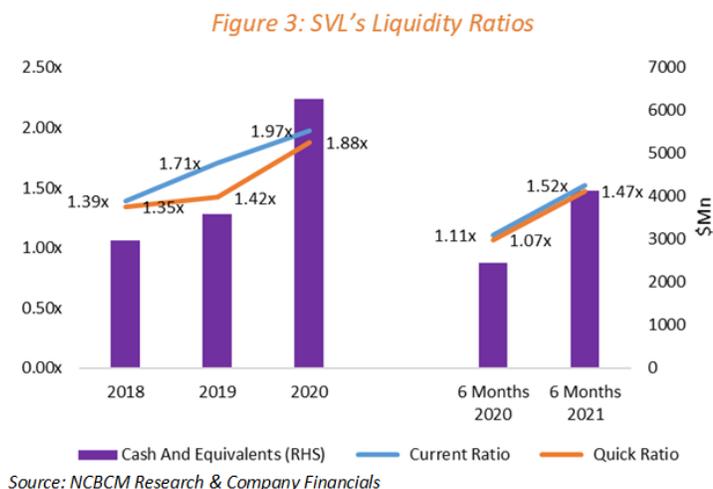
<sup>12</sup> Personal Identification Number is a numeric used in the process of applying phone credit to mobile devices.

### Impact of the Increased Competition on SVL's Lottery Segment

The introduction of competition means that SVL has effectively lost its formal monopoly position in the lottery segment. Over time, we anticipate that its margins and its market share will decline as the new entrants build out their operations, which could weigh on revenues. However, SVL has built up a significant technology infrastructure, which has enabled it to grow its SV Games (Mobile/Online) in both usage and number of online users given the expansion in the variety of games on the platform and enhancement of existing products. Furthermore, the introduction of its Supa Sellaz sales channel has expanded the company's sales network to remote areas and solidifies its competitive position. **The strategy of growth through acquisitions and expansion into new markets, done effectively, should also bolster its performance over the medium- to long term.** SVL has launched a new loan product, Evolve, for its retail partners, which will allow them access to low-cost funding to grow their businesses and strengthen its partnerships.

### Overview of SVL Liquidity and Solvency Position

SVL's liquidity has been adequate over the last 3 years. As of June 30, 2021, its current and quick ratios stood at 1.52x and 1.47x, respectively, indicating that it can cover all its short-term obligations. Strong cash flows, ample cash on hand totaling \$4.13Bn, above the \$2.46Bn held as of June 2020, and above the pre-COVID cash position (\$3.59Bn: December 2019) also support liquidity.



Despite the pandemic, SVL raised \$3.00Bn in debt to fund its expansion strategy in 2020, which speaks to its financial strength and credit quality. **The debt used to acquire Post to Post (PTP) Betting Limited and Video Lottery Terminal gaming machines, resulted in Debt-to-EBITDA Ratio increasing from 0.6x in 2019 to 1.3x for 2020.** The effects of the pandemic on income thus far and consequently EBITDA, and the increase in debt levels, resulted in a decline in the interest coverage ratio to 13.9x for the twelve months ending June 30, 2021, from 19.4x in 2020. **However, the ratio remains high signaling the company's ability to service its debt.** The debt-to-equity

increased to 97.7% in 2020, from 58.1% in 2019 due to SVL's high dividend payouts and increased debt. While higher leverage means higher risks to shareholders, SVL's current debt level is deemed manageable, especially since its below 100%, and reflects the cost to make the extensive capital investments and fund its expansion.

## STOCK PRICE PERFORMANCE

SVL's stock price has increased by 2.8% since the start of the year to J\$18.09 as of August 31, 2021. It has traded at a 52-week range of \$12.00-\$22.00. Investors are currently risk-averse, and market volumes are thin with limited participation from retail investors. **Given that investors are highly responsive to market news relating to the pandemic and the economy, it may result in volatility in the stock price.** At \$18.09, SVL trades at a P/E of 18.1x earnings.

| Stock Ticker         | SVL              |
|----------------------|------------------|
| Price (31/08/2021)   | \$18.09          |
| Financial Year       | January-December |
| 52 Week Range        | \$12.00-\$22.00  |
| Trailing EPS         | \$1.00           |
| Book Value Per Share | \$1.56           |
| Trailing P/E         | 18.1x            |
| P/B                  | 11.6x            |
| Price Target         | \$18.72          |
| Return on Equity     | 69.8%            |
| Dividend Yield       | 4.2%             |
| Recommendation       | <b>HOLD</b>      |

## VALUATION & RECOMMENDATION

SVL has a three-year average dividend payout ratio of 81.2%. We used a Dividend Discount Model (DDM) due to the company's high payout ratio,

Table 2: Valuation Summary

|     | SVL's Trailing Multiples | DDM Valuation Implied Multiples | Main Market Average |
|-----|--------------------------|---------------------------------|---------------------|
| P/E | 18.1x                    | 18.7x                           | 17.2x               |
| P/B | 11.6x                    | 12.0x                           | 3.4x                |

| DDM Valuation  | Current Price | Potential Upside | Total Return |
|----------------|---------------|------------------|--------------|
| <b>\$18.72</b> | \$18.09       | 3.5%             | 7.6%         |

which means that the discounted value of dividends is a good indication of the value that accrues to investors from holding the stock. **We obtained a fair value estimate of \$18.72 for SVL's ordinary shares using a DDM, implying a potential 3.48% upside on the current market price, which when combined with the dividend yield of 4.15%, offers a total return of 7.6% to investors.** The valuation also implies a P/E multiple of 18.7x its twelve-month EPS, above the main market average of 17.2x earnings. **Given the aforementioned factors, we are recommending that investors **HOLD** SVL stock, as the 7.6% upside is below the cost of equity of 13.1%.** Our recommendation considers the company's loss of its formal monopoly position in the lottery segment, the increased competition that will erode revenues, and the

potential downside risks from the resurgence of the virus in Jamaica. **This is balanced by the potential for growth through its M&A and new market expansion strategy, which we anticipate will help to mitigate some of the adverse effects of competition in the local market.** Furthermore, its expanded digital platforms should expand its market reach, improve access to its games and support business continuity, especially with restrictions on movement during the pandemic, and support future profitability across segments.

## OUTLOOK

**In the near term, we anticipate that the pandemic will continue to disrupt the operations of SVL, however, the recent digital transformation will limit the impact.** Subsidiaries<sup>13</sup> that temporarily closed in 2020 have implemented several strategies to remain open including horse racing without patrons and standard COVID-19 protocols that will avert completely shuttering operations again. **Although experiencing an economic downturn, we do not expect any significant deterioration in the lottery segment. Research has shown that people experiencing financial difficulties are more likely to participate in lotteries as they are attracted to the possibility of winning a large jackpot with a low initial stake to improve their financial situation<sup>14</sup>.**

Over the medium term, the outlook should improve as the Group expands to new markets, enhance its channels, and offer products, which will provide customers with new ways of gaming, and is expected to positively impact growth prospects. This augurs well for increased sales, improved efficiency, and profit growth. The Guyana operations are being built out and will reap rewards in the medium term, especially with that country's newfound oil wealth. **Moreover, as vaccination rates improve and COVID-19 cases decline, sports betting will make a much-anticipated return and the company's bottom line should benefit considerably given that it is a major income earner.** However, in the medium term, as competitors build out operations SVL's margins could be pressured. Nevertheless, investments in technology, the focus on online gaming, and continued expansion through acquisitions augurs well for business growth prospects.

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<sup>13</sup> Post to Post Betting Limited, SVREL, and Supreme Route Limited

<sup>14</sup> Economic recession affects gambling participation but not problem gambling – Gaming Research Exchange Ontario (2017)

## APPENDIX

| SUPREME VENTURES LIMITED TOP 10 SHAREHOLDING As at December 31, 2020 |                      |               |
|--|----------------------|---------------|
| NAME   | VOLUME               | PERCENTAGE    |
| Zodiac Caribbean Ventures Limited                                    | 807,601,713          | 30.623        |
|  | 807,601,713          | 30.623        |
| Mayberry Jamaican Equities Limited                                   | 401,956,017          | 15.242        |
|  | 401,956,017          | 15.242        |
| Ian Kent Levy  | 320,541,171          | 12.154        |
| Ian Kent Levy  | 4,000,000            | 0.152         |
|  | 324,541,171          | 12.306        |
| Janette Stewart  | 62,580,991           | 2.373         |
| Janette Stewart  | 104,117,228          | 3.948         |
|  | 166,698,219          | 6.321         |
| Stephen Castagne   | 94,052,136           | 3.566         |
|  | 94,052,136           | 3.566         |
| St. Elizabeth International Limited                                  | 61,258,495           | 2.323         |
|  | 200,000              | 0.007         |
|  | 61,458,495           | 2.330         |
| Sagcor Pooled Equity Fund  | 48,950,421           | 1.856         |
|  | 48,950,421           | 1.856         |
| PWL Bamboo Holdings Group Limited                                    | 28,043,151           | 1.063         |
|  | 28,043,151           | 1.063         |
| MF&G Trust & Finance Ltd – A/C 58                                    | 13,906,533           | 0.527         |
|  | 13,216,876           | 0.501         |
|  | 27,123,409           | 1.028         |
| Sunfisher Corporation  | 24,648,118           | 0.935         |
|  | 24,648,118           | 0.935         |
| <b>Total Combined Holding</b>  | <b>1,985,072,850</b> | <b>75.270</b> |

| Financial Highlights         | Year End Dec 2018 | Year End Dec 2019 | Year End Dec 2020 |
|------------------------------|-------------------|-------------------|-------------------|
| <b>Financial Performance</b> |                   |                   |                   |
| Operating Revenue            | \$ 32,936.03      | \$ 38,516.31      | \$ 39,360.20      |
| Gross Profit                 | \$ 6,205.62       | \$ 7,902.27       | \$ 8,751.75       |
| Operating Expenses           | \$ 3,407.58       | \$ 4,302.68       | \$ 4,744.44       |
| EBIT                         | \$ 2,798.04       | \$ 3,599.60       | \$ 4,007.31       |
| PBT                          | \$ 2,888.34       | \$ 3,461.73       | \$ 3,599.05       |
| Net Profit                   | \$ 2,098.31       | \$ 2,441.86       | \$ 2,377.42       |
| <b>Financial Position</b>    |                   |                   |                   |
| Non-Current Assets           | \$ 2,681.21       | \$ 3,972.30       | \$ 7,455.39       |
| Current Assets               | \$ 3,934.23       | \$ 5,449.38       | \$ 8,122.42       |
| Current Liabilities          | \$ 2,827.07       | \$ 3,195.72       | \$ 4,117.31       |
| Non-Current Liabilities      | \$ 503.22         | \$ 2,161.33       | \$ 5,489.16       |
| Equity                       | \$ 3,285.16       | \$ 4,064.63       | \$ 5,971.34       |
| <b>Key Financial Ratios</b>  |                   |                   |                   |
| <b>Profitability</b>         |                   |                   |                   |
| Gross Profit Margin          | 18.84%            | 20.52%            | 22.24%            |
| Operating Profit Margin      | 8.77%             | 8.99%             | 9.14%             |
| EBIT Margin                  | 8.50%             | 9.35%             | 10.18%            |
| Net Profit Margin            | 6.37%             | 6.34%             | 6.04%             |
| Return on Equity             | 63.87%            | 66.45%            | 47.38%            |
| Admin Expense % of Revenue   | 10.35%            | 11.17%            | 12.05%            |
| <b>Liquidity</b>             |                   |                   |                   |
| Current Ratio (x)            | 1.39              | 1.71              | 1.97              |

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